

What is claimed is:

1. A thermal printer assembly for use with pulled print media, comprising:
 - an elongated thermal print head oriented substantially orthogonally to a print media path;
 - a platen roller aligned with and opposed to said elongated thermal print head and adapted to pressure print media against said print head;
 - wherein said platen roller defines a curvature to said print media path; and
 - a second roller located adjacently to said print head and orthogonal to said print media path and adapted to correct at least a portion of said curvature of said print media path.
2. The thermal printer assembly of Claim 1, further comprising a third roller located adjacent and parallel to said print head and adapted to further correct said curvature of said print media path.
3. The thermal printer assembly of Claim 2, wherein said second and third rollers are located adjacent to opposing elongated sides of said thermal print head.
4. The thermal printer assembly of Claim 3, wherein said second and third rollers are fixedly mounted.
5. The thermal printer assembly of Claim 1, wherein one of said print head and said platen roller are

fixedly mounted and the other of said print head and said platen roller are moveably biased.

6. The thermal printer assembly of Claim 1, wherein said second roller is a second platen roller, and further comprising a second print head mounted parallel to and adjacent to the first said platen roller and across said print media path from said second platen roller.
7. The thermal printer assembly of Claim 6, wherein the first said and said second print heads are adapted to print on opposing sides of said print media across said print media path.
8. The thermal printer assembly of Claim 7, wherein the first said and said second print heads form a first print head assembly, and further comprising a second print head assembly oriented to print across said print media path.
9. The thermal printer assembly of Claim 8, wherein the first said and said second print head assemblies are located to print across substantially different portions of said print media path.
10. The thermal printer assembly of Claim 8, wherein the first said and said second thermal print heads of each print head assembly are located sequentially along said print media path, and further wherein said first said and said second

print head assemblies are adjacently located sequentially along said print media path.

11. The thermal printer assembly of Claim 10, wherein a last sequentially located platen roller of a first sequentially located print head assembly is adapted to bend said print media path in one direction and a first sequential platen roller of an adjacent next sequential print head assembly is adapted to bend said print media path opposite to said one direction.
12. The thermal printer assembly of Claim 11, wherein the first said and said second print head assemblies are located to print across substantially different portions of said print media path.